

Case study: LocalBrew app

Andy Grobengieser

Google Career Certificate: UX Design

Project overview



The product:

LocalBrew, a spacious (and fictional) indoor/outdoor beer garden in San Antonio, TX, is launching a mobile ordering app to enable table-based ordering.



Project duration:

April 2021-Nov 2021

Project overview



The problem:

LocalBrew's outdoor beer garden is an increasingly popular destination, but customers are currently required to order from a small section of the bar where large crowds and long lines can develop.



The goal:

Though LocalBrew already has an online menu accessible via QR code, the new expanded app is meant to streamline ordering and payment for customers wanting the beer garden experience without the crowds and lines.

Project overview



My role:

UX researcher and designer



Responsibilities:

User research, creation of personas,
wireframing, prototyping, usability testing

User research: summary



User interviews were conducted across multiple demographics to identify users' pain points regarding safe in-person dining, menu selection, ordering, payment, accessibility, and ease of use. Additionally, research hopes to discover new ways in which innovation can be brought to the mobile app, potentially re-inventing the beer garden experience.

User research: pain points

1

Crowds

Since covid-19, overly-large crowds are a concern of many customers who might normally congregate at LocalBrew.

2

Long lines

No one loves waiting in lines, especially those with physical challenges.

3

Availability of items

LocalBrew runs out of certain beers from time to time, especially those in limited batches. Customers would like to know what's on tap (and what's on the menu)

4

Hours and events

LocalBrew often hosts events and private parties, but guests often aren't aware of closures. Guests also would like to know the live music schedule.

Persona: **Bill**

Problem statement:

Bill is a semi-retired grandparent who wants to be able to order from the table because he dislikes crowds and can't stand for long periods of time.



Bill

Age: 63
Education: H.S. diploma
Hometown: San Antonio, TX
Family: 3 kids, 3 grandkids
Occupation: construction

“Love Texas beer, BBQ and music, just don’t love big, noisy crowds!”

Goals

- Finding outdoor seating for him and his family
- Able to order and pay without approaching the bar or crowds

Frustrations

- Standing in long lines
- Dislikes crowded spaces during Covid-19
- Doesn't always know what's currently featured on tap

Bill is a 63-year-old, former military, semi-retired grandparent in San Antonio. Ever since his hip replacement surgery, he's unable to stand for long periods of time. He and his wife love meeting their friends at LocalBrews for dinner outside.

User journey map

Bill's journey map reveals how the ordering process could be streamlined to enable ordering from the table and avoiding lines.

Persona: Bill Business: LocalBrew

Use a simple but robust mobile app to facilitate seating and table-based ordering to avoid crowds and lines.

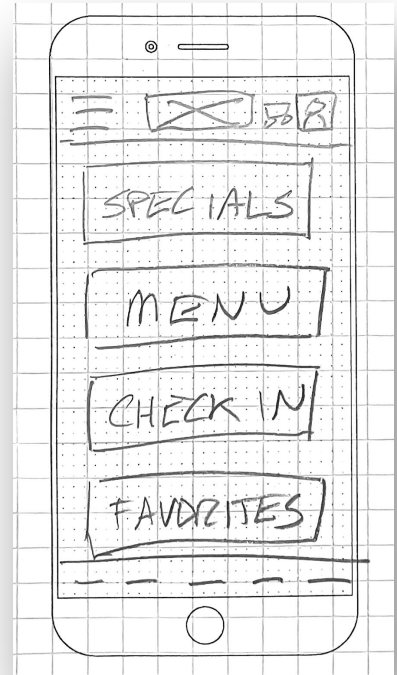
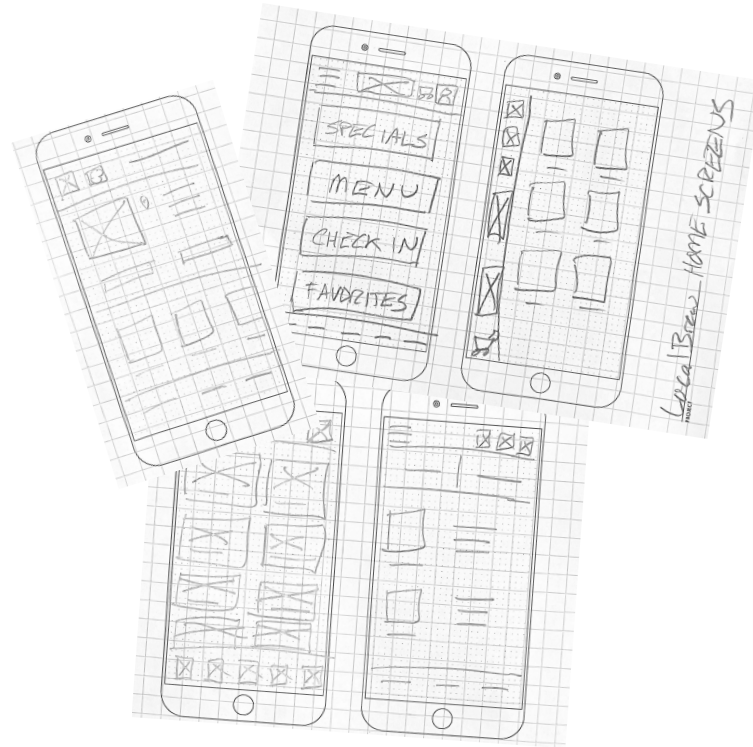
ACTION	Check on hours, crowds, and schedule	Travel to LocalBrew And be seated	Browse menu and place order from table	Pick up order when it's ready	Add to tab Or close out tab
TASK LIST	Tasks A. Install app B. Browse calendar, hours, events. C. Create optional login to make advance table reservation	Tasks A. Get directions and share itinerary B. Travel (transituber?) and park C. Get a table and be seated.	Tasks A. Browse food and drink menu B. Assign drinks to table "tab" or a la carte. C. Decide on table service or pickup from an area at the bar. D. Link credit card to app	Tasks A. Be notified when ready for bar pickup. B. Be notified when drinks are ready and on their way to table. C. Pick up from designated area, or have the order delivered to table.	Tasks A. Add more drinks to tab if desired B. Divide the tab between parties C. Pay the tab, including tip. D. Arrange transportation for friends' safety.
FEELING ADJECTIVE	Nervous about installing the app. Hoping it's not too crowded. Excited to have food and drink.	Excited to meet up with family. Glad we reserved a table in advance. It's a hot day in TX, hoping that there are outdoor fans. Hoping they held our table as we're 10 minutes late.	Frustrated that several limited beers are empty. Hoping the app is secure when adding credit card.	Feeling excited to eat a BBQ burger. Hoping they got the drink orders right.	Nervous about how to divide payment.
IMPROVEMENT OPPORTUNITIES	Don't require login to be able to browse the calendar, hours, menu, crowds. Implement login when needing to make reservation.	Allow advance selection of table (indoor, outdoor, A/C, heat, near or far away from speakers and music).	Menu could dynamically update to reflect if certain beers are out.	Be able to contact a manager from the app if an order arrives incorrectly or too late.	Multiple parties at the same "table" could pay separately via their own apps.

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

A home/landing page features four large call-to-action buttons indicating the main user flows.

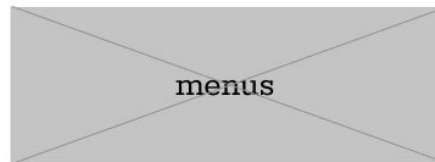


Final

Digital wireframes

The first set of digital wireframes refines upon the main call-to-action buttons on the home screen and introduces navigational elements.

Quickly view new and featured items



Quick access to the user's saved favorites

Quick access to view upcoming special events



Digital wireframes

This wireframe illustrates what happens when a user taps on a menu item to find more information.

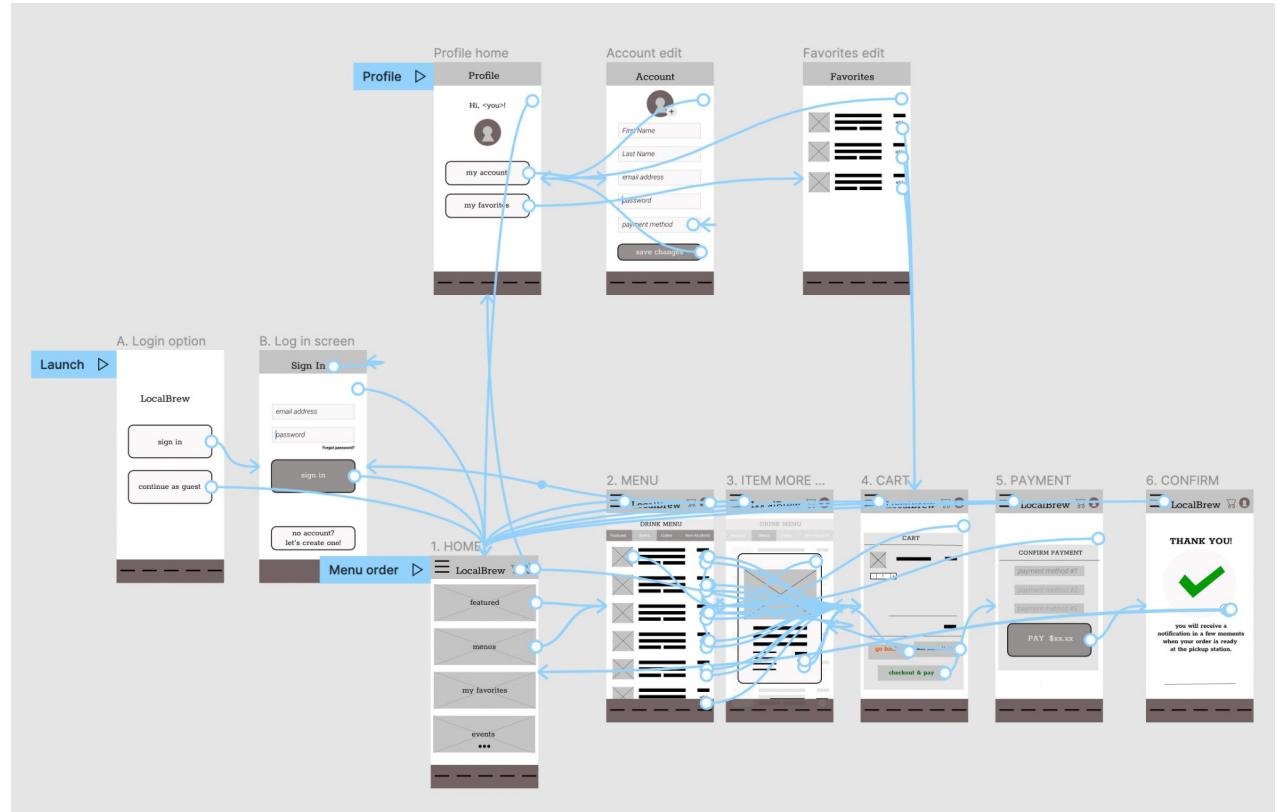
Tapping on a menu item brings up more information such as brewery, description, and ABV%.



Low-fidelity prototype

Connecting all the digital wireframes into primary user flows created a functioning prototype.

[View the LocalBrew low-fidelity prototype](#)



Usability study: parameters



Study type:
Unmoderated



Location:
Remote



Participants:
5



Length:
3 days

Usability study: findings

Two rounds of usability studies were conducted, the first using low-fidelity wireframes, and the second using a high-fidelity prototype that was created after synthesizing the data from the first study and using that data to inform the mockups.

Round 1 findings

- 1 Users had difficulty finding out more information on menu items
- 2 Users found the profile-management Flow to be unclear

Round 2 findings

- 1 Users were not sure how to switch tables
- 2 Some users preferred the simplicity of the navigation bar to the slide-over

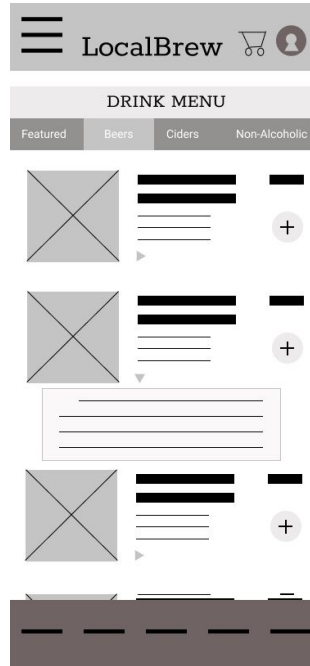
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Most users in the first study found the “more info” disclosure triangles confusing. These were replaced by a popover menu accessed by simply clicking on the item.

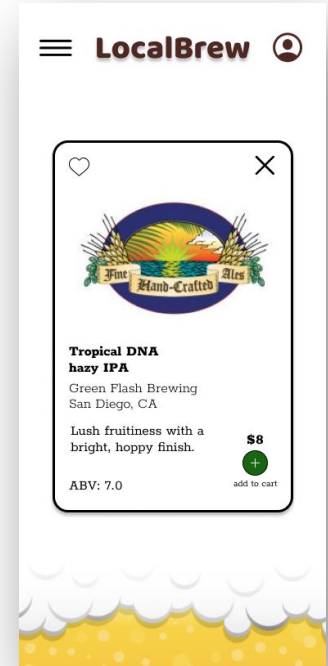
Before usability study



After usability study



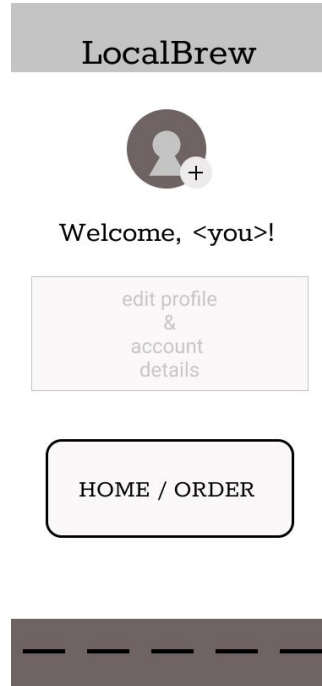
Mockup



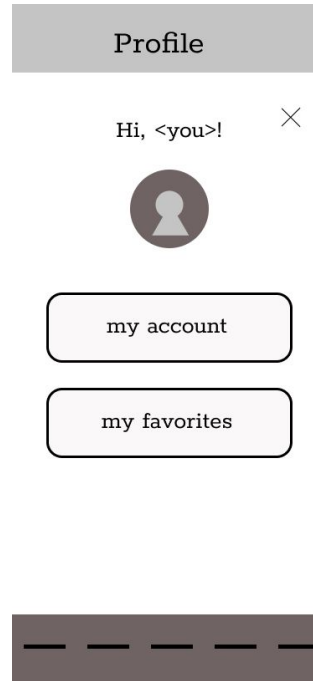
Mockups

It became clear from the first study that signing in and editing account details could be clarified by more specific call-to-action buttons.

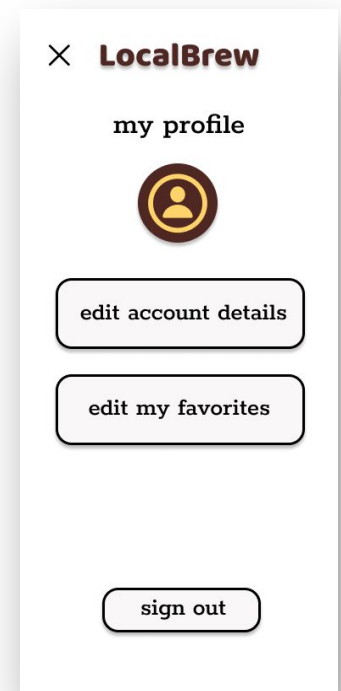
Before usability study



After usability study

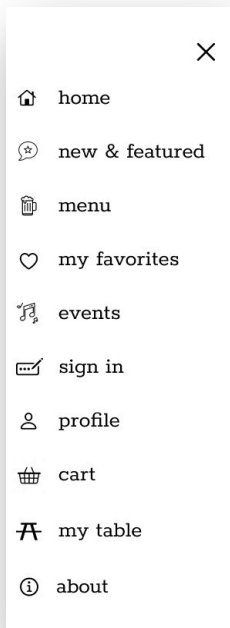


Mockup

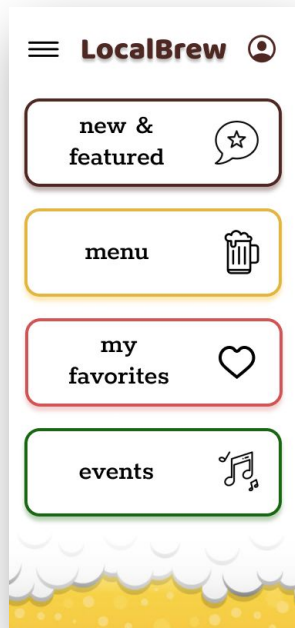


Additional Selected Mockups

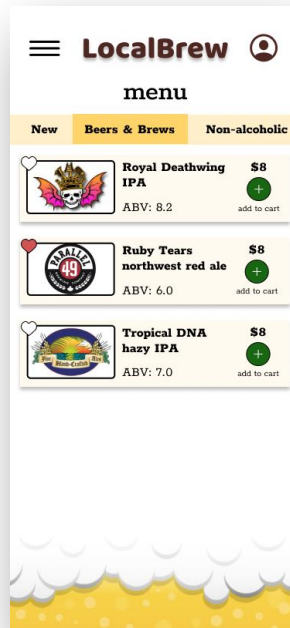
Slide-over nav drawer



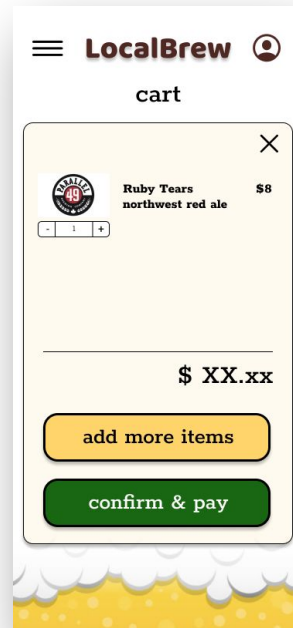
Home page



Drinks menu



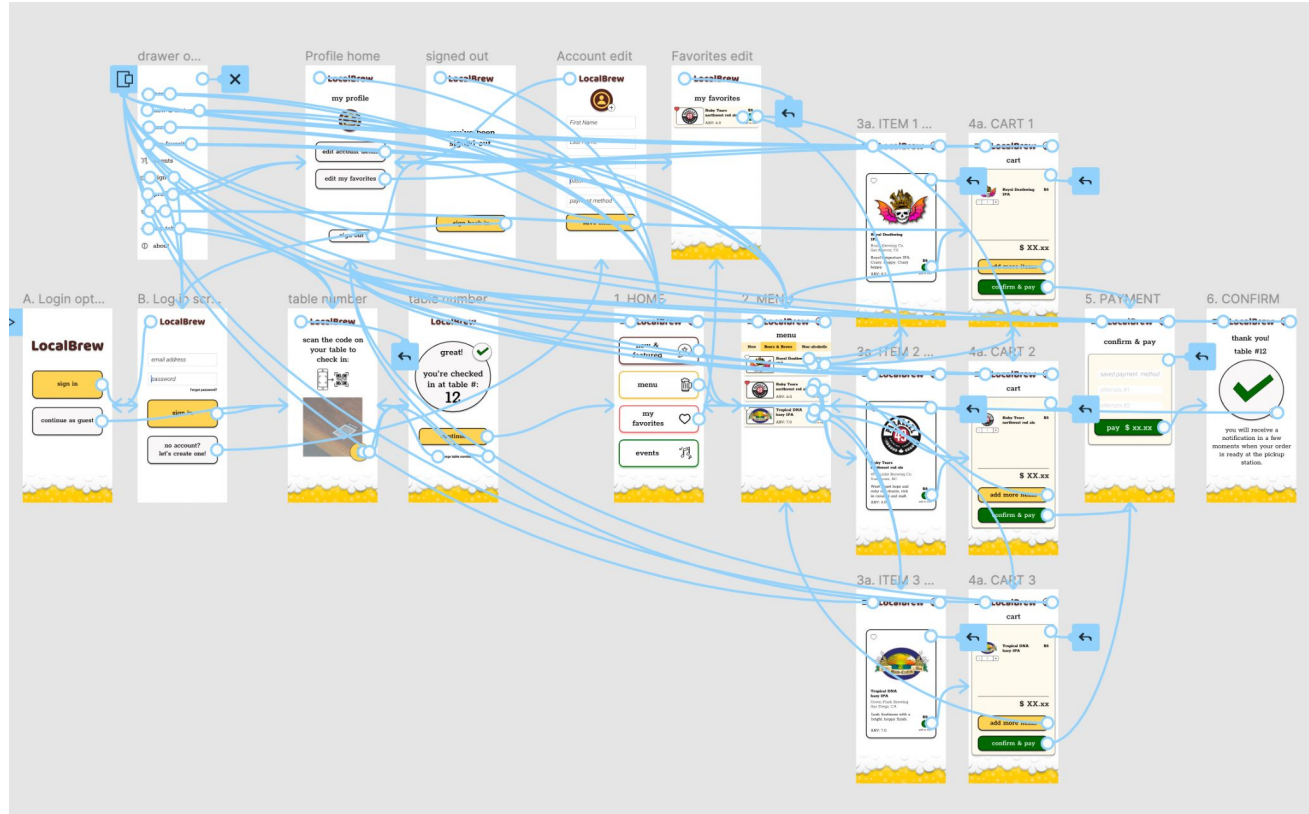
Cart



High-fidelity prototype

Mockups with color, typography, and iconography were connected, and animations were added,

View the [LocalBrew high-fidelity prototype](#)



Accessibility considerations

1

The chosen colors were tested to meet contrast and readability standards.

2

Large icons were added to the home page and the slide-over navigation drawer.

3

Alt-text for screen readers will be added to images to aid users with impaired vision.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

LocalBrew wants its users to be delighted with the experience of ordering from the table via the app.

Users want an easy way to browse menu items, save their favorites, and pay easily from the app.



What I learned:

It is important to balance the usability and convenience of the app against any friction or burden the user might experience interacting with it. If an app feature actually causes a new pain point, that feature should be redesigned.

Next steps

1

The events/calendar section of the app needs to be built out and tested for clarity and ease of use.

2

A unique and fun feature will take undecided customers' beverage tastes and will recommend a beer choice based upon that input.

3

Ultimately, the overall usefulness of the app needs to be studied. Some customers may find it burdensome to have to install an app as opposed a more traditional QR code-based webapp.

Let's connect!



For more information on my UX, VR, and Music Design portfolios, visit:
www.grobiemix.com

or email me at: andygrob@gmail.com

Thank you!

